

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, March 10, 2021

Location: Heritage Center – County Boardroom

Present: J. Vetting, D. Pollen, J. Zipperer, R. Kohlbeck, B. Cavanaugh, K. Sitkiewitz, B. Palzewicz, J. Hawig, M. Plate, R. Zipperer, K. Behnke, M. Lentz, T. Dvorak, R. Voss, D. Newberg

**County Board
Supervisors
Present:** J. Brey

Absent & Excused: K. Potter, B. Herr
Absent:

Pledge of Allegiance

Called to Order Meeting called to order – 7:04pm.

Minutes Minutes were reviewed from the previous meetings. Motion was made by R. Zipperer, seconded by Hawig to approve the previous meeting minutes. Motion carried unanimously.

Public Comment County Board Chairman Jim Brey was present and reported on the Vaccine Clinic giving kudos to the Health Department, Emergency Services and Public Works staff.

Review & Act on Subcommittee Recommendations:

A. Finance Subcommittee

1. ***Outdoor-Indoor Vendor Fees – 2022; Admission Fees – 2022; Rainbow Valley Rides Contract; COVID-19 Impact on 2021 Fair Preparations; 2021 Budget***
Staff reported that they have reached out to Rainbow Valley Rides.

B. Operations Subcommittee

1. ***2022 Open Class-Jr. Fair Entry Day and Judging; Dairy Cattle Update – UW-Extension-Liaison; Milk House Superintendent; Skid Loader Use for Set Up and Clean Up; Market Animal Committee Meeting Update; Ice Center Operations Update; Working Group Updates-Brew Competition; Dairy Cattle (Ice Center) Show Ring; Education & Outreach-AG Adventureland Tent; Teeny Weeny Donut Contest; Celebrity Cream Puff Eating Contest; Fairest of the Fair; Ladies' Day Event; Thank a Farmer Banner; Youth Art Show; Veteran's Day; COVID-19 Impact on 2021 Fair Preparations***

Dvorak reported on the following:

- 2022 Open Class-Jr. Fair Entry Day and Judging – recommend approval that both Junior Fair and Open Class Exhibition entries come in on Monday of fair week, Junior Fair judging to occur on Monday and Open Class judging to occur on Tuesday and will be implemented at the 2022 fair.
- Dairy Cattle Barn Update – recommend approval to the board the stipend of \$500 for the Milk Parlor Supervisor and a stipend of \$200 for the Skid Loader Operator.
- Fairest of the Fair meeting set for March 22 at 6:30pm at Action Realty Office.
- AG Adventureland – Ducks and Master Gardeners to return.
- Youth Art Show – working on logistics.

Motion was made by Dvorak, seconded by Cavanaugh to approve the committee report and recommendation. Motion carried unanimously.

C. Entertainment/Vendors Subcommittee:

1. *Polka Band Contracts; Location; COVID-19 Impact on 2021 Fair Preparations*

Voss reported that there will be discussion at the upcoming Beer and Soda vendor meeting pertaining to the Polka Bands.

D. Parking/Security Subcommittee:

1. *Release Times – Alpacas.Llamas; Shuttle Bus Parking-Hours; Parking Attendants-Civic Groups; Digital Signs*

Pollen reported on the following:

- Release Times – no recommendation to change the Alpaca-Llama release time to 4pm and will discuss with the superintendent.

Motion was made by Pollen, seconded by Plate to approve the committee report and recommendation. Motion carried unanimously.

E. Marketing-Advertising Subcommittee:

1. *Social Media Plan; Advertising-Media Budget*

J. Zipperer reported on the following:

- Social Media – posts have been completed and ramping up.
- Advertising-Media Budget – recommend approval of the advertising-media budget.

Motion was made by Pollen, seconded by Plate to approve the committee report and recommendation. Motion carried unanimously.

Review, Discussion and Possible Action on 2021 Fair Matters

A. *BSG Contract*

Motion was made by R. Zipperer, seconded by Lentz to approve the BSG contract. Motion carried unanimously.

B. *Beer and Soda Vendor Meeting – March 17*

No report.

C. *Fair Update*

Discussion included the WI Association of Fairs meetings and the Exhibitor rules are posted online.

Finance Director's Financial Report – Review; Capital Projects Update; COVID-19 Revenue Impact

Neuser reported on the Financial Reports included in the board packet.

Update and Possible Action on Other Fair, Expo Buildings, and Grounds Projects and Issues

A. *Expo-Ice Center Board Appointment Recommendation*

Motion was made by Sitkiewitz, seconded by Cavanaugh to recommend approval to the County Executive the appointment of Paige Soukup. Motion carried unanimously.

B. *Expo-Ice Center Month Events; Expo Grounds Update*

Shelton reported on the vaccine clinics and upcoming events.

Adjournment

Motion was made by J. Zipperer, seconded by Hawig to adjourn at 7:35pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by J. Zipperer